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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JULY-AUG. 1974

ROCKY MOUNTAIN SECTION
CURRENT SERIAL RECORDS

Oct. 8 '74

U.S. DEPT. OF AGRICULTURE

Indian Cultures an Extension Concern



The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

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Secretary of Agriculture

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EXTENSION SERVICE

REVIEW

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Working With the First Americans

American Indian cultures — old and new — are the subject of two articles in this issue of the *Review*. One story reveals Extension's role in helping a modern community display pride in its Indian crafts and culture; the other tells of city youth exploring ancient American Indian life through archaeology.

Today, Cooperative Extension Services in 17 States are providing American Indians with informal educational programs in agriculture and natural resources, home economics, 4-H Youth, and community resource development. About 40 agricultural agents and 42 home economics agents, one CRD professional, and 21 paraprofessionals are working with Indians through a funding agreement between Extension and the Bureau of Indian Affairs.

They are working with 46 different agencies on reservations or in tribal areas. —*Jean Brand*



Herman Westmeyer (standing), explains to the group assembled in Chanute how the VPPC will operate.

Better Pork Through Video-Phonic Clinic

by
Don M. Springer
Section Leader
Extension Television Production
Kansas State University

A swine producer leaned forward and listened intently as another producer asked a Kansas State University Extension swine specialist a question on a situation similar to one he was experiencing on his own place. An exchange of this type of information happens often at Extension meetings, but in this case the three participants were at different locations nearly 300 miles apart.

The intent listener was at a meeting in Chanute (southeastern Kansas), the questioner was at a similar meeting in Norton (northwestern Kansas), and the specialist was a panel member at a meeting being held on campus at the university in Manhattan (northeastern Kansas).

As soon as the specialist finished with his answer, another voiced came over the telephone amplifier as a producer in Liberal (southwestern Kansas) verified that he had already tried what the specialist had said and it had indeed worked for him. He then added a couple of innovations of his own on practical application of the advice.

Almost immediately another question was directed to the panel at Manhattan and the lively discussion continued. This went on until the chairperson called it to a halt. Then everyone turned to watch the next video cassette presentation appearing on the TV set.

This was the situation as Kansas swine producers attended a unique statewide

pork clinic last January held simultaneously at 11 different locations through the use of video cassettes and live telephone hookup. Participants ran the gamut of those involved in pork production, including the integrated operator with a few sows, to large-scale feeders, feed manufacturers, bank agricultural representatives, and others in related interests.

The project was the inspiration of Wendell Moyer, Kansas State University Extension swine specialist, and Don Springer, Extension television production specialist. The two educators began study on the project, which they called the "Video-Phonic Pork Clinic," more than a year ago.



Seward County Extension Director and Agricultural Agent, Harry L. Kivett (down front), operates the cassette player as swine producers watch the monitor at the VPPC session in Liberal, Kansas.

They enlisted the assistance of other Extension specialists in preparing materials featuring swine production management techniques, facilities, health, and economics for each of the sessions. Presentations were pre-recorded on video tape for simultaneous playback over television sets at each of the 11 sites. After each color presentation, all 11 meeting points were connected by a "party" telephone line.

Participants in the program were then able to discuss problems or questions they might have with a panel of Extension specialists at the Kansas State University meeting. Producers at each site were able to hear the questions as they were asked, and the replies from the panel members during the 10-minute discussion period following each presentation. There was time for a general discussion just prior to

closing down the 2-hour "Telenet" conference call.

Each of the three Monday afternoon sessions covered a different phase of swine production. These began on January 7, with "Breeding and Selection," followed on January 14, "Farrowing," and January 21, "Finishing and Marketing."

Each of the 235 participants paid a \$10 registration fee. For this fee they received a booklet containing all the information covered during the three sessions, and a swine handbook of housing and equipment.

They were also able to submit questions to be answered about anything not discussed during the meetings. Two weeks after the final session, participants received a transcript of the clinic questions and answers, plus those submitted in writing on the question cards.

Three big "firsts" were involved in this meeting. This was the *first* time that materials were produced on video cassettes geared strictly to the producer and presented to him.

It was the *first* time video cassettes were used in combination with the "Telenet" for immediate access by the producers to panel members, and to other producers at other locations. And it was the *first* time in Kansas that an Extension meeting had been recorded, transcribed, edited by the specialist, printed, and distributed to all participants so that everyone would have a record of and continuing access to the material covered in the discussion.

Initial response has been good. Participants told host agents after the final session that they thought the clinic was "a great idea," "excellent," "well organized and handled."

The agents were enthusiastic about the meeting, wanting "to be in on it" if something similar were done again.

Preliminary results from the four questionnaires each participant filled out and returned look very favorable. Many

items criticized at earlier pork clinics did not receive criticism this time. Special attention had been given to correcting these problems.

Immediate access (via telephone) to the panel helped alleviate the feeling of frustration in not being able to ask questions. Every participant could get a question answered if he made the effort to ask it during the sessions or by submitting it in writing. This virtually eliminated the criticism that important questions were left unanswered. Less than one in 20 made this criticism, compared with almost one in five at the earlier meeting.

Almost 97 percent of participants said that the program was "helpful," and met or exceeded their expectations. They said that it had been worth their time and money, and that they would attend a similar session held on another subject. Nearly 93 percent would advise a friend to attend a similar session, and more than 97 percent recommended the continued use of video cassettes.

To the ears of those involved in the clinic this is the "sweet sound of success."

□

Southeast area Extension livestock specialist, Herman Westmeyer, listens to Wendell Moyer, KSU Extension swine specialist by video.





Indian Fair Kindles Pride in Culture

by
William R. Beasley
*Asst. Extension Editor
Montana State University*



Lord's prayer in sign language.

"For the first time, I'm really proud to be an Indian."

If there were no other proof of success of the winter fair on the Fort Belknap Reservation in north central Montana, this young Indian boy's comment would suffice.

The eighth annual Fort Belknap Mid-Winter Indian Fair, held February 1-3, this year, was advertised as "largest and best of its kind in the Northwest." It involved the Gros Ventre and Assiniboine tribes. Every reservation community has an active committee, and hundreds from the reservation and nearby Harlem serve on event committees.

Planners boast of achieving "all the goals we set out to reach, 10 times over." The fair's success contradicts the widely-held belief that low-income or minority people just don't participate in community events. More than once it has had to find larger quarters, and crowds of more than 1,500 sometimes strain facilities.

There is one major reason for success—the Indians know it is their fair. They work to make it better because it is their exhibits, their art, their tribal dances, their crafts, their friends and neighbors, and their competitions — from bingo to baby contest.

The fair idea started during a 1966

coffee break. Grace Miller, reservation Extension agent who has made things tick, was talking with Bureau of Indian Affairs (BIA) and Community Action Program (CAP) workers. They recalled fairs of 30 or 40 years ago.

The trio then asked, "What do you think?" of everyone they met, and enthusiastic replies resulted in urging from agency and tribal spokesmen to go ahead. Agency Supt., Harold Roberson named a BIA resource group, with his promise the fair wouldn't become a BIA project.

A community hall meeting resulted in a committee of Extension, BIA, Public Health Service, CAP, and VISTA workers and some individuals. It picked a period of wintertime boredom, the first weekend in February 1967, for a small exhibit of local crafts.

Booths represented four communities, Extension, BIA, Public Health Service, and business. Bingo and a raffle were to provide the traditional free lunch and free admissions.

Then disagreement over the raffle, failure to obtain a buffalo or elk to barbecue, and Christmas activities interfered. Things bogged down. The inertia was overcome by involving more people and through effective promotion. Tribal Secretary Wallace Bear designed an attention-getting premium book cover. Tickets, entry tags, and prize ribbons were handmade to save money and involve people.

Pessimism melted as booths took shape, posters appeared, and people heard neighbors on radio programs. The raffle of a deepfreeze, quarter of beef, a dressed hog, and a star quilt added interest.

Entry day brought a surprising total of Indian food, craft and clothing items, trout flies, weeds, antiques and many exhibits seen before only by family members or close friends. It was necessary to eliminate commercial exhibits to make room. It took 14 hours for two Extensions agents from the Rocky Boy Reservation to complete judging.

People came before the fair opened and

after it closed. Lunch was served to 750, with as many turned away. About 2,500 persons heard Julia Schultz Ereaux, age 94, recall her Depression-era experiences as Fort Belknap's first Extension agent.

Lodgepole, a tiny community that complained of having "nothing anyone would want to see," took both school and community exhibit grand prizes.

The 1967 fair was "good as our old fairs," and it made money. The difference from 32 years earlier? Then emphasis was on the white man's skills. Now the fair features native arts and crafts.

The fair has outgrown the Tribal Hall. It has added Indian dancing, night programs, Senior Citizen Day, contests and guest stars such as Miss Indian America and western singers. Entertainment includes contests for queen, junior queen, babies, pie-eating, and dancing.

All schools and most area organizations help. School buses bring pupils of Head Start through high school age. Nearly everyone on the reservation becomes involved.

"Management and coordination" is how Ms. Miller describes Extension's role. She handles much of the advertising and news and works with schools and the fair committee. She insists that others make decisions and be responsible. Sara KillEagle, an Extension aide, is fair secretary-treasurer.

The Mid-Winter Fair is an Indian event all the way — crafts, arts, clothing and food exhibits; Indian people competing with others; Indian entertainers, authentic tribal dances; and — women doing most of the work!

The fair works because those involved decide what to include and how to get it done, and then do it. But despite the high level of community involvement, Grace Miller warns that such an event takes a great deal of behind-the-scene work and time.

Community leaders must do the planning and be responsible for both the broad program and details. An Indian fair must be "of, by, and for the people, and really represent their culture, customs, and desires," she said. □



Pie-in-the-eye contests are popular.

Tribal dances guarantee fun, participation.



"In Extension we're always talking with people. If they can't hear us, we aren't getting our job done."

That's only one of the reasons Bill Scheiwe, Pike County assistant Extension adviser, launched a hearing testing program in cooperation with the Pike County, Illinois, Department of Public Health.

The hearing-testing program, consistent with the safety education objectives of Pike County's Extension program, was easy to implement during the county agronomy and swine winter meetings already scheduled.

Scheiwe describes the overall objective of the hearing-testing program this way:

"We've been telling people — especially farm people — to protect their ears from noise for years. But we wanted to bring that message closer to home by illustrating that noise damage could affect them personally for the rest of their lives. Our basic message was: 'The ringing may quit, but when the damage is done, you don't recover completely.'"

By the time the winter meetings were over, 192 people had their hearing tested by public health audiologists, using audiometers loaned for the program. And the message was emphatically brought home to Pike County farmers.

In the screening clinics, participants sat down and put on earphones. They were asked to raise their hands when they heard a sound.

Then a series of sounds was transmitted by an audiometer. Participants were checked at 25 decibels and at frequency levels varying from 500 to 8,000 cycles per second. The audiologists also checked bone conduction because some sound is conducted by bone.

A whopping 87.5 percent of the farm people who took the test failed it. In contrast, only 45 percent of the non-farm people failed. The test group included 192 people, 147 farmers and 45 non-farmers.

Those who failed were asked to make appointments for retesting and for the threshold test. The threshold test measures decibels at which a person can hear at various frequencies.

Can They Hear Our Message?

by
Del Dahl
*Communications Specialist
University of Illinois*

Of the 139 who failed the test, 103 returned for retesting, and 80 attended later consultation sessions with audiologists from the Illinois Department of Public Health in Springfield.

Of these people, 114 had farmed more than 5 years. Four had farmed less than 5 years, and only 20 had not farmed during their lifetime.

"Some of the data become more clear if you know the people," Scheiwe commented. "Several farmers who had farmed as many as 35 years passed the test. But I know them, and they've got small livestock operations and never have operated noisy equipment," he explained.

"The big grain farmers who run machinery long hours just didn't pass the test," he added.

Scheiwe says the trend toward bigger farm units — usually accompanied by the use of large, and generally more noisy equipment — will continue to have detrimental effects on the farm operator's hearing.

And he's convinced that people who work on farms and operate machinery have to protect their ears if they want to avoid annoying and sometimes serious hearing losses.

Scheiwe explains the problem this way: "Sound reaches a person's ears as pulsating waves of air pressure. The waves travel through the air until they strike the eardrum. Vibration of the eardrum is then transmitted by the bones of the middle ear to the inner ear."

In the inner ear, Scheiwe says, vibrations are picked up by some 400,000 hair-like projections that in turn signal the auditory nerves to the brain.

The danger comes when the "hairs" of the inner ear are stressed too hard for too long, he explains. Rest in a quiet place can often restore the system to normal. But after many hard — and noisy — days, some of the hairs refuse to come up and permanent hearing loss is the result.

The "danger level" is between 85 and 90 decibels, Scheiwe says. A decibel is a relative loudness measure based on a scale with "one" as the faintest sound. A whisper ranks at 20 decibels, normal



Ruth Adams, public health nurse, shows William Scheiwe how the audiometer works.

speech at 60 decibels and a shotgun blast at 140.

A farm tractor running a crop dryer yields about 100 decibels — well above the threshold of possible hearing damage.

Now that farm people are aware of the problem Scheiwe sees the next step as encouraging them to adopt practices to protect their hearing.

He points out that several manufacturers now make accoustical cabs for tractors. But farmers who cannot invest in accoustical cabs can still protect their hearing by investing a much smaller amount of money in ear muffs or ear plugs.

In one study, accoustical ear muffs reduced the noise level of all but one tractor to an "acceptable" 85-decibel level. Most farmers agreed that after an initial adjustment period, ear muffs weren't uncomfortable to wear and didn't interfere with normal hearing.

Several companies manufacture these muffs and plugs. But not all brands are equally effective. Farmers operating equipment for relatively long periods of time should ask to see test data on ear muffs and plugs, and should select hearing protection that reduces the decibel reading to 85 in the range of 2,000 to 6,000 cycles per second. □



Lake developers are encouraging buying a piece of the countryside by appealing to desires for water-oriented, recreational, or "natural" living.

Lake Developments — Boom or Bust for The Consumer?

by
Richard J. Toth
Assistant Director,
Extension Information
University of Missouri-St. Louis

Throughout the Nation, many purchasers of lake property are failing to make careful decisions and objective evaluations of lake developments before they buy. A team of University of Missouri Extension specialists decided they could assist the Missourians by finding the facts through a special consumer study.

Their methods and findings should be useful to community development specialists in other States.

"Serene and satisfying views of lakes have led hundreds of people to make an immediate purchase, without considering all the good and bad features of lake developments," said Donald Boesch, an Extension community development specialist from southeast Missouri.

Boesch led the university group as it surveyed more than 100 lake property owners and managers and a fourth of the 200 man-made lake developments within a 65-mile radius of St. Louis. Aided by research and information from several universities and government agencies, the specialists from University of Missouri campuses and field staffs in eastern Missouri studied the impacts of lake developments on environment, on local county resources, and on the consumer's pocketbook.

The 18-month project resulted in what may be the first publications in the Nation on buying lake development property. They are titled: *Lake Development Property — A Consumer's Buying Guide*, and *Checklist for Buying Property in Small Lake Developments*. The consumer buying guides are now available to the general public upon request at local Extension centers throughout Missouri.

The study also resulted in a conference in St. Louis May 15, which examined the lake housing boom from the viewpoints of government agencies, private companies and consumer interests.

Boesch said it's hard to predict what effects the energy shortage will have on the recent growth of lake development communities. "Some people may decide they don't want to commute from lake sites to their jobs, but others may want to

spend their leisure time at a relatively nearby lake rather than take long driving trips during their vacations," he commented.

"For many urban and suburban dwellers a lake can offer benefits of rural living while still providing some conveniences found in and around a large city," said Thomas Vonder Haar, University of Missouri-St. Louis Extension coordinator of public policy programs. "But the potential buyer should be aware of many, not-so-obvious pitfalls in buying lake property," he added.

Boesch and Vonder Haar point out that potential buyers should first consider how they are going to use the lake property — for a permanent residence, second home, recreation, retirement, investment, or for a combination of uses.

The Extension study team suggests several ways consumers can evaluate lake property before making a decision to buy land:

- Visit several developments for comparisons. Visit the selected site several times during various seasons. Discuss the lake development with present residents.

- Determine the financial base of the development and what protection exists if the development is sold or goes bankrupt.

- Read and understand the "property report" (required of larger developments by the Federal Office of Interstate Land Sales Registration) and check the title.

- Find out about building and recreation restrictions.

- Check the possibility of financial assessments and property tax increases.

- Discover what utilities are available and how easily they can be hooked up.

- Check the condition of the dam and what kind of road system exists or will be built.

- Determine what police, fire, health, and other public services are available.

- Consider whether the site is likely to maintain its "back-to-nature" look in the future or if it will become an "urban subdivision."

- Obtain the services of an attorney to be certain all aspects of purchasing lake property are understood. □



Karl Buhr (right) and other University of Missouri Extension community specialists interviewed lake property owners at huge complexes such as Lake St. Louis (shown here) and small developments.



Women patients in rehabilitation unit (seated) learn to sew before returning to their families.

Stitch a Little, Talk a Little For Mental Health

by
Linda B. Kines
Information Officer
Virginia Polytechnic Institute
and State University

Women in crisp polyester dresses laughed a bit nervously, and some silently rehearsed what they would say in imaginary conversations.

Their car circled the hospital's brick administration building, with its imposing white columns, and headed for the rehabilitation unit across the campus-like grounds.

"I didn't know what I was scared of, but I was scared to death the first time we went to Southwestern State Hospital," said Ms. Dean Reeves, chairperson of the 11 Extension homemakers clubs in Smyth County.

Ms. Reeves has since become a mainspring of these special, semimonthly meetings held at Southwestern State Hospital, one of four state-supported institutions for the care of the mentally ill. The hospital in Marion, Virginia, houses about 1,200 patients.

For more than a year now, 10 of the Smyth County clubs have taken turns presenting their Extension homemakers' programs, such as candy making and crocheted jewelry, to the everchanging membership of the homemakers club in the rehabilitation unit of the hospital.

"Not only do the meetings give the women something to do while they still are at the hospital, their Extension homemakers club experience gives them a link to their communities if they join a local club when they return home," said Charles B. Miller, hospital rehabilitation counselor.

Women assigned to the coed rehabilitation unit usually will be discharged in 2 to 3 months. The rehabilitation unit houses approximately 20 women, ages 15 to 60.

"Theoretically, patients referred to the rehab unit by the hospital are ready to go home," said Miller. "However, many patients need additional personal and social adjustment."

Emphases in the unit are on women returning to their families as homemakers and on women being employed as companions, said Charlotte Faris, home economist working at Southwestern State Hospital through Virginia's Department of Vocational Rehabilitation.

Several patients have left the hospital to find jobs in area nursing homes, mills, sewing factories, and as waitresses, kitchen help, and domestics.

The rehab unit has a well-equipped kitchen with models of key appliances, a dining area, and a sewing area with the latest in sewing machines, donated fabrics, and patterns. Women patients learn to plan menus, cook meals, clean up, and construct and repair garments, said Ms. Faris.

Patients learn to take better care of themselves, said Miller, but a lot of people go back to society with no idea of how to socialize.

"Especially vulnerable are women who return to their homes, husbands and children, and often are left alone during the day with their housework, to brood and possibly have a reoccurrence of their illness," said Miller.

He originated the idea of an Extension homemakers club within the rehabilitation unit, and Charlotte Faris backed his inspiration. Linda Pelphrey, Smyth County Extension agent, enthusiastic about the possibility, contacted Ms. Reeves.

Ms. Pelphrey and Ms. Reeves called a meeting of Smyth County club presidents, who added their nods of approval and pledged cooperation. Along with Kathy Ratliff, Smyth County Extension agent, they spent a typical day at the rehab unit, observing group sessions and eating lunch prepared by patients.

They agreed upon two meetings a month for the hospital club, instead of the usual one for an Extension homemakers club, because of the rapid patient turnover. Clubs would take turns providing homemade refreshments and presenting program topics from their own monthly meetings.

Another important factor, when two or three members from the "hostess club" presented their program at the rehab unit, the county club with the next scheduled program would visit to familiarize themselves with the hospital and patients.

"One Smyth County club member had been in a mental hospital," said Ms. Reeves, "and she let us know how much a patient would appreciate attention."

"Still," she said, "some county women weren't too happy about the prospect of regularly visiting the hospital." After they presented programs at the hospital, the majority changed their attitudes.

Patients were offered no other option but to attend the hospital club meetings at first, Miller said. From the beginning, he

has encouraged patients not to hide their problems from "hostesses" presenting a program. Quiet, noncommittal attitudes initially characterized the patients.

"I can't say the patients are overly enthusiastic, but they come in to participate, smile, and laugh," said Ms. Reeves.

"Dress around here is usually casual — slacks and tops," Miller said. "But for some recent meetings patients have dressed up and worn high heels."

He also feels "there's quite a bit of communicating between the patients and the visiting club members."

Usually presented as lectures, programs have included: entertaining at home, baking pies and pastry, decorating bathrooms, and posture tips. Patients enjoy handicrafts and programs where they can participate. Topics requested by the patients include applying makeup, good grooming and dried flower arranging.

Club members from the hospital recently joined other clubs in the Smyth Extension Homemakers Council at their 1973 "Holiday Fair." Southwestern State Hospital participants exhibited a table of their handmade articles. They stayed with their exhibit throughout the day, talking with visitors and other Extension homemakers club members.

"The whole hospital knows about the rehab unit's homemakers club, and it's an incentive to become eligible for the rehabilitation program," Miller said.

One side effect from the hostess-patient contact is that the Nebo Extension Homemakers Club, sewed 16 pairs of draperies for the hospital. A local 4-H club independently decided to donate the proceeds from a bake sale.

Smyth County Extension homemakers clubs maintain interest in the patient even after she leaves the hospital. If the former patient is from Smyth County, the local club president is given her name and address and asked to contact her about joining a club in the community.

In other areas of the State, Ms. Reeves sends the names of discharged patients who have participated in the hospital's homemakers club to their home county groups.

Through their work, Smyth County homemakers are giving each patient a much-needed link to the home community. □

by
Joseph R. Cardenuto
Recreation Specialist
Cooperative Extension Service
The Pennsylvania State University

Pennsylvania Promotes Campground Profits



Joe Cardenuto (right) discusses financial management with Tom Brewer (left) and Dan Walker, campground manager.

How do you promote a better understanding of financial management and planning in an industry whose owner-operators have education ranging from 8th grade through college — and who come from a variety of occupations ranging from farmers and housewives to medical practitioners?

Campground management workshops in Pennsylvania are now helping such owner-operators plan for better returns on their investment.

At first glance, Pennsylvania's 600 to 700 private campgrounds seemed to be adequately managed and providing sufficient return on the investment. But a closer look showed this was not always the case. Research by the Northeast Regional Marketing Research group indicated returns were not enough to cover costs of labor and return on investments on a majority of these operations in Pennsylvania. Financial planning and evaluation of alternatives was apparently a problem.

Pennsylvania specialists began by taking campground management workshops to each development district of the State. They established eight annual workshops, four in the fall and four in the spring. County Extension staff and Resource Development agents cooperated in setting up regional programs tailored to help campground operators and potential developers.

Participants in two of the workshops — people who are campground developers — came from backgrounds in real estate, mining, public relations, veterinary medicine, art, education, accounting, and many others.

Research indicated that campground operators had insufficient training or knowledge of business management, yet investments were sizable, some near a half-million dollars.

While interest in the regional workshops continued at a high level, it was apparent that a 1-day "single con-

cept" workshop was needed to concentrate on some of the financial aspects of campground business management. Would these operators participate in a "one concept" work session? Campground operators are a busy and restless lot — would they sit still for 9:00 a.m. to 5:00 p.m. sessions?

An interdisciplinary approach was selected to improving business practices through understanding of financial analysis and financial planning. Educational objectives were drawn up and discussed by the Extension specialist for community and commercial recreation, Extension farm management personnel, and an Extension economist specializing in marketing and business management.

We decided that Extension could present an educational program to help the campground operator become more proficient in business management. The workshop program which evolved consisted of the following topics:

- *Controlling and analyzing your business.*
How is it done? What is required to assist you in accurate analysis?
- *What is a financial statement?*
What is a financial statement developed? What should it contain? How should it be organized?
- *Managing your business.*
How can financial statements best aid you in managing your business?
- *Planning and management.*
What is financial planning and management? How do you achieve it? What are the steps to be taken and what "management tool" can be applied?

A 1-day seminar was judged to be the best approach. Invitations went to a limited number of campground owners. Those listed as members of the

Campground Association of Pennsylvania, which represented many of the State's "first generation" operations, were notified and asked to pre-register if they wished to attend.

From this list of 91 operators, 65 responded. While the invitation had stipulated that the first 40 who expressed an interest would be accepted, telephone calls and letters prompted a second session even before the first one was held.

The "Financial Management Workshop" was launched. At the opening session a few owners came as a husband and wife team — to go through the program together. One couple had their teenage son along. They said "We expect him to take over the business so why shouldn't he be here?"

Through a team teaching approach, seminar leaders Joe Cardenuto and Tom Brewer used visuals and case studies to convey principles and practices involved in financial management.

It was surprising to learn that several participants had taken college courses in business administration. It was gratifying to have them evaluate the seminar as "most helpful," or "more meaningful than college course work."

The Campground Association of Pennsylvania requested that Extension develop a 3-year management program to help improve their members' knowledge and skills in making informed decisions about campground operations.

Concern for the financial success and future of campground business is prompting operators to seek educational assistance to improve their managerial skills. While the Extension Service continues to cooperate with other USDA agencies in developing new recreation firms, it must also follow through in the long-term interest of its clientele.

Management education in recreation enterprises is as much an Extension responsibility as farm management education. □

Washington Field Trip Brings Archaeology to Life

by
Mike Holmberg
Information Specialist (Radio-TV)
Washington State University

The seven Spokane students worked with Washington State University archaeologists to excavate the remains of an old general

store at the Alpowa site. In 2 years, this site will be flooded by the backwaters of the lower Granite Dam on the Snake River.



Archaeology is a "dead" subject for most of us. But it turned out to be a pretty lively subject on a field trip in Washington last summer.

Using Community Pride funds from the 4-H Foundation, Dave Holland, Spokane County Extension youth agent, took seven high school students from inner-city Spokane on a 2-week archaeological field trip. They spent most of their time visiting and working at three Washington State University excavation sites. But they also went camping in the forests of western Washington.

None of the students had any real interest or knowledge of archaeology at first. In fact, Holland points out that most of the students had not spent very much time outside Spokane before and were pretty much unaware of what the rest of the State was like.

"This trip was really quite a success," Holland said. "It may sound a bit trite, but I think this experience helped these kids expand their outlook on the possibilities available to them.

"They gained an awareness of the various geological and geographical areas of the State. Also, they probably look at the environment a bit more critically now. The trip opened up some new horizons for them," he added.

"One of the important points about the trip," Holland said, "was that it put eight of us together in one station wagon for much of the 2 weeks, forcing us to live with each other and get along for the whole trip."

The idea for the field trip originated when Holland was returning from the Northwest Anthropological Society meetings. He started talking with the field director at one of the WSU excavation sites about the possibility of bringing a group of teenagers to the site. After that, he worked closely with the WSU Anthropology Department in making the arrangements. He applied for Community Pride funds to help cover costs.

The first stop on the tour was an excavation site called Alpowa. The group spent about a week at this site — helping excavate a former settlement and a prehistoric Indian village.

It wasn't just a pleasure stop. The kids were out working and helping with the excavation. "When these kids volunteered for the trip, I don't think they



Dave Holm gets as comfortable as he can as he carefully sifts through the soil.



Marijean Masonholder and Chris Young use their trowels to carefully dig around artifacts they helped uncover.

expected to do as much work as they ended up doing, but I didn't hear any complaints," Holland said.

"I think they felt that, by working, they were doing something to help earn the trip," he said. "It wasn't so much like the whole trip was just handed to them."

All the teenagers got to do several different things at the Alpowa site. They rotated among the various excavation areas and also spent some time working in the laboratory. The work wasn't confined to digging. They also learned something about archaeological techniques like mapping, surveying, and recording locations of artifacts.

"To really learn anything about archaeological techniques, you have to do it yourself," Holland said. "You can't really learn anything by sitting around and watching someone else do the work."

"From another standpoint, if we had

been at Alpowa as visitors or observers, I don't think we would have been accepted by the group as well as we were. This way, we got more involved in the social atmosphere of the excavation site."

From Alpowa, Holland took the group to an excavation site called Lind Coulee in the central part of the State. They spent about a day there working in the excavation and finding out about the history of the area.

Then it was on to the Pacific Coast for some camping and a visit to a third excavation site. The group camped next to Mt. Rainier one night, and the second night went to the northwest tip of the Olympic Peninsula.

They had to backpack 4 miles in to the excavation site staying long enough to see what was going on and then backpacking out.

"Our schedule was too tight or we

might have stayed longer," Holland said. "We could have easily spent another day or two there. I hope we can do something like this again next year, but I'd sure like to take an extra day or two just so we have time to take a break somewhere in the middle of the trip and have some time off."

It was a tired group that arrived back in Spokane. Two weeks of digging and traveling wore them out. But they all agreed that the trip was well worth the effort.

"A field trip like this is one way we youth leaders can exploit our own special interests," said Holland. "And it lets us expose those interests to young people in our own areas. It doesn't have to be archaeology. There may be other subjects that you know something about that could spark an interest in young people if you share them." □

No More 'Clean Plate' Clubs!

by
Val Thoenig
Information Reporter
Lane County Extension Service,
Oregon

The tinier the capacity, the more important the contents — and “in a child’s diet there is no room for nonessentials,” says Alice Epple, Oregon Extension nutrition agent in Eugene.

Such was Ms. Epple’s concern as she initiated plans for Extension’s “Nutrition Workshop” for teachers, volunteers, cooks, and administrators of Lane County’s day care centers and for “day care providers” (private homes caring for one to four youngsters).

The results —

- * Inter-agency cooperation on the program.

- * Attendance of 92 — a 100 percent representation of county day care centers.

- * “Very probable” upgrading of nutrition for 1,158 preschool children in centers including 4-C’s and Head Start.

Workshop “students” agreed that “good cooking and nutrition aren’t one and the same.”

Marilyn Grooman, dietician, food buyer, and cook for 141 children in Eugene’s Montessori School, explains: “Planning meals that will meet certain standards of nutrition is my responsibility. It’s not easy.” She added, “How I wish I’d gotten this training long ago.”

Nor was the size of a child care center the measure of value gleaned from the workshop. Barbara Reed, a day care “provider” in suburban Eugene, prepares food for as few as four youngsters. “I’ve studied nutrition in schools, but this training has sensitized me,” she said. “Suddenly, I’m really aware of nutrition, the worth of a snack, and size of servings.”

Other workshop participants specified ideas “most helpful” to them:

- * Ethnic-oriented foods as the cultural and nutritional enrichment for children from minority groups.

- * A “child’s garden” as a showcase of vitamins, source of “make your own” salads, for use in teaching children to eat vegetables.

- * Use of food in teaching “concepts” — nutrition, initiative, group-action, personal satisfaction.

Committee plans for the workshop evolved over a 3-month period. “Nutrition was our focus,” Ms. Epple says. “But relating the subject to the audience was the major goal.”

The workshop was publicized through newspaper, radio, television. Letters were mailed to all centers, followed by phone calls.

“We made it easy for them to attend,” Ms. Epple said. “Duplicate sessions were scheduled afternoons and evenings. Our audience was more concerned with application than with theory.”

Carol Easton, Lane Community College nutritionist, discussed “Food as Children See It.” “You scale down furniture and clothes for children,” she pointed out. “Why not scale down the size

of helpings?” Nutrition hard sell is out, she said. “No more clean plate clubs, force feeding, or such myths as “Carrots will make your hair curly.”

Chadwah Stein, chief nutrition consultant, Oregon State Division of Health, urged serving of ethnic foods to bridge the gap between home and school.

Ken Brownell, coordinator of the food services program, Lane Community College, shed light on recordkeeping, budgets, cost-per-serving, recipe conversion.

Naomi Namura, nutrition consultant with the State Division of Health, suggested a garden as an “exercise in nutrition.” Art Berwick, sanitation and education director, Lane County Department of Public Health, emphasized “clean hands, clean service, clean food, temperature control, healthy workers.”

Day care center people evaluated as “most helpful” the materials compiled by Judith Forest, Oregon Extension foods and nutrition specialist; ideas for meal planning; information on community resources; “helps” on food buying, storage, and recordkeeping. They’d also like another Extension Nutrition Workshop! □



Good and nutritious — is the protein and calcium-boosted “pudding popsicle” Alice Epple, Oregon Extension agent, offers Orinda Whal, resource leader in the USDA Food Services program.



PEOPLE AND PROGRAMS IN REVIEW

Extension-IRS Meet to Plan 'Farmer's Tax Guide'

Farm Management Extension Specialists from a number of States met with IRS personnel in Washington, D.C. May 14-16, to plan the 1975 edition of the "Farmer's Tax Guide" and discuss tax-preparer education.

Want to Build a Log Cabin?

A recent Alaska course on building a log cabin has rekindled an interest in this frontier-type home. Alaska's Extension Editor James A. Smith reports wide State distribution of a companion publication, *Building a Log House in Alaska*. Copies are available for \$1.00 outside of Alaska, plus 25¢ handling charge.

First USDA Land Use Workshops Held

Three regional workshops — Connecticut, June 12-13; Indiana, June 25-26; and Georgia, July 9-10 — stressed USDA's important role in Land Use Policy and Planning Assistance while encouraging agencies and Land-Grant universities to provide leadership and assistance to local people in solving Land Use Planning problems.

Telephone Links Livestock Auction

A group of Idaho and Oregon sheep producers have organized the PNW Livestock Producers Co-op to auction their sheep and lambs by telephone. Aided by Extension Specialists John Early and John Miller of the University of Idaho, and Steve Marks and John Landers of Oregon State University, these producers organized the co-op to increase the number of buyers bidding for livestock in southwestern Idaho and eastern Oregon. The telephone auction is a pilot project of Extension's Western Sheep for Profit Task Force, one of four regional task forces organized by ES-USDA, with assistance from the State CES staffs.

'County Agent in Vietnam' Honored

The highest State Department honor, the Secretary's Award, was bestowed posthumously May 17 on Tom Ragsdale, a former "County Agent in Vietnam" from Shelbina, Missouri. Tom was captured and died at Hue during the Tet offensive in 1968.

Bicentennial Celebration — South Dakota Style

South Dakota is leading the way with an active program recognizing the upcoming Bicentennial Celebration in 1975-76 — the South Dakota 4-H Bicentennial Community Pride Plan. The theme is community service and community pride — an excellent way for youth and adults to work together to mark the end of the first 200 years of this Nation and begin the next 200.

Home Economist Honored by New York

Natalie D. Crowe, chairperson of the Human Resources Program Unit of CES at Cornell University, Ithaca, recently received New York State's Epsilon Sigma Phi award for her program leadership focusing on the needs of children and parents. Ms. Crowe directs the special needs funded project on Family Day Care Mothers for Nassau County.

'Environmental Quality'

Clay Napier, Publications Editor, University of Arizona, is still searching for publications available from universities or government agencies on "environmental quality." Clay has published an interim list, requesting corrections, deletions, and especially *additions*. The list is useful to specialists, researchers, county agents and others with a high interest in environmental matters.